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RESEARCH ON INTELLIGENT MANUFACTURING INNOVATION ENGINEERING OF GARMENT ENTERPRISES BASED ON CONSUMER PSYCHOLOGY

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Background: In recent years, due to the sharp rise in human costs, the garment manufacturing industry, as a labor-intensive industry, is facing many new pressures. The production mode of garment enterprises began to change, gradually changing from human intensive to technology intensive. The state has put forward the made in China 2025 strategic plan. How should garment enterprises deal with industrial transformation and upgrading and intelligent manufacturing. This paper expounds the solutions and countermeasures of intelligent manufacturing in garment manufacturing enterprises from the aspects of design technology innovation, production technology innovation and management technology innovation.

Subjects and methods: This paper expounds the solutions and Countermeasures of Intelligent Manufacturing in garment manufacturing enterprises from three aspects of design, production and management. In the design link, implement design digitization and introduce PLM mode. In the production process, MES system based on Internet of things technology is used to monitor the production process in real time, so as to promote enterprises to make full use of various production resources and reasonably arrange production. In the management link, through the integration of ERP, PLM and MES systems, collaborative manufacturing and integrated management and control are realized, and the effective integration of the overall information flow, logistics, capital flow, value flow and business flow of the enterprise is realized, so that managers at all levels can timely understand the quantity and use of various resources of the enterprise, so as to provide scientific basis for senior managers' business decisions, effectively improve the core competitiveness of enterprises.

Study design: From the study of the characteristics of consumer psychology, it is found that consumer psychology has five obvious characteristics: clear purpose. Once consumers have determined their motivation to buy a product, they will form the purpose of purchase and consumption driven by motivation; The direction is clear. Consumers have a full understanding of the goods they need to buy. The direction of this consumption is different according to different consumption needs, and it needs to be analyzed specifically according to the nature of the products. Active and conscious consumption. The formation of consumer psychology may be driven by consumers' own preferences and consumption habits, or stimulated by some external publicity. However, once consumers have determined their consumption purpose, they will consciously and actively choose their own purchase behavior and purchase method. The motives are diverse. Every consumer will form different consumption motives because of different consumption habits. In the face of different commodities, consumers' motives are diverse. Even the same commodity may show different consumption needs and motives in different situations. These systems are all manifested in the diversity of consumption motives. A combination of motives. When consumers buy a commodity, it is often composed of a variety of different motives, and each motivation shows different roles. This is the so-called motivation combination. The motivation combination exists in the consumption of any commodity, but how much they combine.

Methods of statistical analysis: Pursue the psychology of "reality". Truth seeking, as the name suggests, refers to a psychological state in which consumers pay attention to the quality, performance and other characteristics of purchased goods, but do not pay attention to the appearance, shape and other external characteristics of goods. This kind of consumption psychology is the most common and common in the current consumption process. Especially in some daily necessities, consumers' demand for function is far greater than their demand for appearance.

Results: Design technology innovation. Fashion design is affected by many factors such as fashion, consumer demand, style, positioning, structure, materials, technology, cost, culture and so on. Garment enterprises usually set the design R & D center in the popular central city, which requires designers to cooperate and efficiently transmit fashion, technology and other information to enterprises in time. The digitization, networking and informatization of design solve these problems well. Computer aided design technology makes the garment industry, a labor-intensive industry, digitized and promotes the rapid development of the garment industry. Commonly used general design software include Photoshop, CorelDRAW, illustrator, etc. Clothing professional software includes Gerber CAD, Lectra CAD, Fuyi CAD, etc.

Conclusions: In the Internet age, genes with zero distance interaction and distributed symbiosis will penetrate more widely. The characteristics of modern manufacturing industry such as digitalization of

garment product R & D and design, intellectualization of production process, informatization of enterprise management, networking of procurement and marketing, collaborative R & D and production are gradually reflected in garment enterprises. This data-driven intelligent manufacturing mode using Internet information platform and data will be gradually applied and promoted in garment enterprises. The digitalization, intelligence and informatization of garment enterprises will become a new manufacturing mode.

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THOUGHTS ON THE INTEGRATION OF IDEOLOGICAL AND POLITICAL EDUCATION AND MENTAL HEALTH EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

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Background: Under the new situation of profound changes in China's economic system, social structure and ideas, and under the complex background of various ideological and cultural interweaving and surging each other, it is of great practical significance for colleges and universities to explore the integration of ideological, political and mental health education in colleges and universities to cultivate high-quality talents suitable for social development. Contemporary society requires college students not only to have correct political and ideological quality and solid professional basic knowledge, but also to have good psychological quality. In this regard, the opinions of the CPC Central Committee on Further Strengthening and improving college students' Ideological and political education and the opinions of the ministry of education on strengthening college students' mental health education clearly point out that we should carry out in-depth and detailed ideological and political work and mental health education. Through various forms of ideological and political education and psychological guidance for students at different levels, we can help students establish "socialist core values", improve their psychological quality and improve their personality.

Subjects and methods: The development and change of today's society have a strong impact and shock on the psychology of college students. This requires that ideological and political workers in colleges and universities should also improve their working methods. We should highlight and strengthen the education of students' psychological quality and cultivate students' healthy mentality. In order to meet the challenges of the times, this paper analyzes the relationship between Ideological and political education in Colleges and universities and the educators of college students' mental health, as well as the necessity of the combination of Ideological and political education and college students' mental health education, and discusses its own views on how to give full play to the advantages of Ideological and political rescue education and mental health education and the research on the countermeasures and mechanisms to promote the healthy growth of college students.

Study design: The integration of Ideological and political education and mental health education is conducive to enhancing the pertinence and effectiveness of Ideological and political education. Using psychological knowledge to do students' ideological and political work can enrich the educational methods and means of colleges and universities, overcome the limitations of traditional ideological and political education mainly relying on theoretical preaching, change the traditional indoctrination education into exchange education, shorten the psychological distance between teachers and students, and improve the effectiveness of ideological and political education, psychological knowledge can also be used to analyze students' thoughts and behaviors, which will help to enhance the predictability and initiative of Ideological and political education, facilitate to grasp students' ideological dynamics, control and guide their behaviors, and improve the pertinence of Ideological and political education.

Methods of statistical analysis: College Students' mental health education refers to an institutionalized educational activity of the school to solve students' mental health problems in the process of learning and life or improve students' mental health level. The main purpose of mental health education is to ensure students' physical and mental health through certain educational means, tap their intelligence and potential, and cultivate positive and optimistic quality, The content of mental health education is extensive, including students' personality psychological education, love psychological education, interpersonal